

9. A. The required approval of NTOG referred to under article 6,7 may be granted for certain actions or activities when the COMPANY's program of activities shall be submitted and it shall not be necessary to reiterate this approval at such time as the said actions or activities shall be carried out.

B. For the payment of the agreed remuneration or out-of-pocket expenses incurred, the COMPANY shall note in detail and explicitly, the sums paid and the specific reason for the expenses. If these invoices shall concern individual PR Program Expenses exceeding US \$20.00 (twenty dollars), the receipt or photocopies of receipts of the payees shall be attached thereof. In lieu of these receipts, the COMPANY may have its invoice signed by a financial officer of the company.

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The NTOG shall be bound, within 60 days from submission of the PR Program Expenses, to proceed to full payment of the vouchers thereof.

- The COMPANY shall be bound to submit 10. to the NTOG quarterly, a report on the work achieved, with the relative documentary evidence such as newspapers, clippings, show-window photographs, certificates of program broadcast on the radio and T.V. etc., and specimens of the material involved, if any, notices to the press, tape recordings, T.V. films, etc. A copy of the above report shall be submitted to the NTOG office in New York. Nonetheless, the COMPANY shall advise the NTOG immediately, in respect of events which due to their nature shall call for the immediate attention of the NTOG.
- 11. Any material to be produced or adduced shall be the property of the NTOG and delivered to the latter by the

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COMPANY, at the expiration of the present agreement. The NTOG shall, of course, allow for the normal wear of a part of such material.

COLLABORATION IN
PR JOINT
ACTIVITIES

12.

A. Collaboration with Aliens. In case of collaboration with third alien parties or companies for joint PR activities, the NTOG shall recommend ROWLAND, as the COMPANY which shall plan and carry out the entire program of such activities but if the third party would desire that a company of its own choice should assume such section of the program as concerning this part, then ROWLAND shall cooperate fully with the company recommended by the NTOG.

B. Collaboration with Greek

Nationals. As a rule, the NTOG shall

not be opposed to any direct or

indirect attempt of the COMPANY

obtaining the participation of third

Greek parties, persons of companies in

joint activities of the Public

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Relations. It is understood, however, that the COMPANY shall not assume any obligation whatsoever, for and on behalf of the NTOG without its relative authority. The manner of cooperation shall be as provided for in the preceding paragraph (A).

13. It is also agreed that the COMPANY's staff assigned to the execution of the NTOG'S PR Program in the USA is obliged to maintain a close contact with NTOG and its office in New York for its full and continuous edification on the tourist possibilities of the country.

If the visit to Greece of the above mentioned qualified staff should be considered indispensable, this will be realized only after the submission of the proposal regarding the purpose of the visit and the approval of the New York NTOG office.

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The costs for such visits shall be charged to the expense budget of the agreement, shall be approved as provided for in article 7 hereof and shall cover the air tickets for passage from and to New York sojourn in Greece full board (except extras) and traveling expenses in Greece,

Athens.

14. It is also understood that in case of an important change of the COMPANY's staff specifically for persons connected with Greece, the NTOG will be advised of such changes as well as of their substitutes.

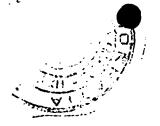
according to their program of stay set

forth by the NTOG head office in

COLLABORATION
WITH EXPERT
THIRD PARTIES

15. The COMPANY may collaborate with persons or companies offering services or things of a specific nature, where the program shall impose such a collaboration either in the area of activities, in Greece, or in other countries. But such persons or

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companies shall act only on behalf of the COMPANY, shall be responsible toward it and shall be remunerated by the COMPANY from the item of the program of expenses pursuant to the regular procedure of advanced approval of expenses provided for in article 7 hereof. It is understood that the services to be rendered by the above persons or companies shall not concern the services which in all fair and sound reasoning, shall have to be covered by the remuneration of the COMPANY, inasmuch as involved in the totality of services stipulated to be rendered by the COMPANY.

the NTOG New York office or its district and cooperate closely with this office in any activity of the program and in case of disagreement of either of these parties, the Central Office of NTOG at Headquarters

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FOR THE NATIONAL TOURIST ORGANIZATION OF GREECE

THE CHERETARY GENERAL (KOSTAS ILIOPOULOS)

) } .

In New York today, October 30,1990, the undersigned MARTY FRANKEN acting as representative of the COMPANY residing in New York under the title of THE ROWLAND COMPANY, by virtue of the power of attorney attached hereto, declare that, we accept to carry out the public relations work of the NTOG in the USA under the above terms and conditions.

ON BEHALF OF THE CONTRACTING COMPANY
THE ROWLAND COMPANY

MARTY FRANKEN

RECEIVED
DEPT. OF JUSTICE
CRIMINAL DIVISION

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INTERNAL SECURITY
SECTION
REGISTRATION UNIT

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MIKO POSENSIO THE ENNADOR NEA YOPKH

'Ap:040¢: _____ Έπικυρώνεται τὸ δκοιβές της φωτοτυπίας υετά Από παραβολή 👙 🤥 πρωτότυπο.

Ο Γεντιός Πρόξενος κ.ά.α.

Δημήτρης Μ. Διαμαντής Δημήτρης Α. Γ.Κ.

Exhibit A

To Registration Statement
Under the Foreign Agents Registration Act of 1938, as amended

Privacy Act Statement. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, dissemination report, copy of political propaganda or other document or information filed with the Attorney General under this act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, D.C. One copy is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of such documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. Finally, the Attorney General transmits an annual report to the Congress on the Administration of the Act which lists the names of all agents and the nature, sources and content of the political propaganda disseminated or distributed by them. This report is available to the public.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .49 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Criminal Division, U.S. Department of Justice, Washington, D.C. 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, D.C. 20503.

Furnish this exhibit for EACH foreign principal listed in an initial statement and for EACH additional foreign principal acquired subsequently.

Name and address of registrant	The Rowland Company 1675 Broadway New York, New York 17019			2. Registration No. Applied For
3. Name of foreign principal Greek National Tourist Organization		4. Principal address of foreign principal 2 Amerikis Street Athens, Greece		
5. Indicate whether your foreign pr	incipal is one of the follo	wing type:	·	
Foreign government				
☐ Foreign political party				
☐ Foreign or ☐ domestic organi	zation: If either, check o	ne of the following:		
☐ Partnership		□ Committee		
☐ Corporation		☐ Voluntary group)	
☐ Association		☐ Other (specify)		
☐ Individual—State his nationali	ty			
6. If the foreign principal is a foreig	n government, state:			
a) Branch or agency represented	by the registrant. Mi	nistry of Tou rd s	m 🔾 –	
b) Name and title of official with	whom registrant deals.	Mar Dos Hapha 1 President	RECEI'S DEPT. OF SRIMINAL	
7. If the foreign principal is a foreig	n political party, state:	=58	DIVIS	
a) Principal address		PIZ 35 CURITY DN UNIT	S C C C C C C C C C C C C C C C C C C C	
b) Name and title of official with	whom registrant deals.			
c) Principal aim				

	oreign government or a foreign political p	party,	
a) State the nature of the busine	ess or activity of this foreign principal		
b) Is this foreign principal			
Owned by a foreign government	nent, foreign political party, or other fore	ign principal Yes 🕮 N	o 🗆
Directed by a foreign govern	nment, foreign political party, or other for	reign principal Yes 🕱 N	o 🗆
Controlled by a foreign gove	ernment, foreign political party, or other f	foreign principal Yes 💢 N	o 🗆
Financed by a foreign gover	nment, foreign political party, or other for	reign principal Yes 🛱 N	o 🗆
Subsidized in whole by a for	reign government, foreign political party,	or other foreign principal Yes 🛱 N	o 🗆
Subsidized in part by a forei	gn government, foreign political party, or	other foreign principal Yes 🗆 No	o 🗆
9. Explain fully all items answered	d "Yes" in Item 8(b). (If additional space	is needed, a full insert page may be used.)	
In the U.S., The Greek N Greek Embassy.	ational Tourist Organization	comes under the auspices of the	
10. If the foreign principal is an orga	nization and is not owned or controlled by	a foreign government, foreign political party or o	ther
10. If the foreign principal is an orga foreign principal, state who	nization and is not owned or controlled by a	a foreign government, foreign political party or of	ther
10. If the foreign principal is an orga foreign principal, state who o	nization and is not owned or controlled by a	a foreign government, foreign political party or of	ther
10. If the foreign principal is an orga foreign principal, state who of Date of Exhibit A	nization and is not owned or controlled by a owns and controls it. Name and Title	a foreign government, foreign political party or of	ther

Exhibit B

To Registration Statement

OMB No. 1105-0007

Under the Foreign Agents Registration Act of 1938, as amended

INSTRUCTIONS: A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements; or, where no contract exists, a full statement of all the circumstances by reason of which the registrant is acting as an agent of a foreign principal. This form shall be filed in triplicate for each foreign principal named in the registration statement and must be signed by or on behalf of the registrant.

Privacy Act Statement. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, dissemination report, copy of political propaganda or other document or information filed with the Attorney General under this act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, D.C. One copy is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of such documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. Finally, the Attorney General transmits an annual report to the Congress on the Administration of the Act which lists the names of all agents and the nature, sources and content of the political propaganda disseminated or distributed by them. This report is available to the public.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .33 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Criminal Division, U.S. Department of Justice, Washington, D.C. 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, D.C. 20503.

Name of Registrant
The Rowland Company

Name of Foreign Principal Greek National Tourist Organization

Check Appropriate Boxes:

- 1.KKThe agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach three copies of the contract to this exhibit.
- 2. There is no formal written contract between the registrant and foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach three copies of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
- 3.[1] The agreement or understanding between the registrant and the foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and the expenses, if any, to be received.

4. Describe fully the nature and method of performance of the above indicated agreement of studerstanding

See attached contract.

Formerly OBD-65

5. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

See allocked statement and p.r. program.

- 6. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act?

 Yes [| No |X|]
- If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

Date of Exhibit B

January 7, 199

Name and Title

Martin Franken, C.F.O.

Signature

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Political activity as defined in Section 1(o) of the Act means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indestrinate, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

AGREEMENT

In Athens today, the undersigned KOSTAS ILIOPOULOS, Secretary General of the legal Person in Public Law located in Athens, under the title "NATIONAL TOURIST ORGANIZATION OF GREECE," acting herein as its legal representative, namely as Secretary General of the National Tourist Organization of Greece, hereafter referred to as NTOG for brevity purposes and in execution of his Decision entered pursuant to Resolution No. 447/19/4.7.90 entered pursuant to Resolution No. _ of the Administrative Board of the NTOG, and MARTY FRANKEN representative of the P.R. Company under the title THE ROWLAND COMPANY referred to hereafter as the COMPANY for brevity purposes, accept the following:

⊗attached to this agreement

The first party, by its above-mentioned legal representative, authorizes the execution of the NTOG PR program in the USA to the COMPANY under the following terms and conditions.

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DURATION

1. It is agreed and stipulated that the duration of this agreement for the execution of the P.R. program shall be from January 1, 1990 to December 31, 1990.

NTOG reserves the right to cancel this agreement prior to its stipulated termination date if at its discretion it considers the COMPANY's performance in carrying out the PR program unsatisfactory. Notification of cancellation will be sent in writing by cable and cancellation will take effect 60 days from the date of notification. The COMPANY shall continue to acquit its obligations to carry out the NTOG program during the 60 day period following notification of cancellation.

If on short notice the Greek
government withdraws or reduces
credits or funding allocated to
implement the NTOG public relations

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program, NTOG reserves the right of cancellation of all financial obligations incurred or assumed by the COMPANY after it has received due notification.

NTOG agrees to indemnify the COMPANY in full for financial obligations it has incurred which in good faith the COMPANY is unable to cancel on the same day it was notified by NTOG of the reduction or elimination of funding or credits to carry out the PR Program.

The COMPANY reserves the right to terminate this agreement for cause, such as a disagreement on expenses or on reimbursement. The COMPANY is required to give 60 days advance notice in writing.

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4.

CONSEQUENCES OF
DENUNCIATION OF
THE AGREEMENT

In case of denunciation of this agreement by the NTOG as provided for, in article 1, of this agreement, it is agreed that the COMPANY shall be entitled to its proportional remuneration till the date such denunciation shall enter into effect.

COMPANY DISALLOWED TO
ASSUME SIMILAR
WORK

During the continuance hereof, the COMPANY, shall not undertake the execution of PR work, on behalf of other tourist organizations belonging to Government authorities of Mediterranean countries.

PUBLIC RELATION

PROGRAM BUDGET

(Fee and expenses)

For the execution of the PR Program attached to this agreement during the period of January 1, 1990 to December 31, 1990, it is stipulated that the NTOG dispose the amount of US\$ 411,400.00 (four hundred eleven thousand and four hundred dollars) whereof the sum of US\$ 221,400.00 (two hundred twenty-one thousand and four hundred dollars) shall be assigned to the fee for the COMPANY's services and

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US\$ 190,000.00 (one hundred ninety thousand dollars) as remuneration to the COMPANY for out-of-pocket expenses incurred on behalf of NTOG shall be payable quarterly in advance within the first month of each quarter, except for the remuneration of the first quarter, which will be payable at any time of the said quarter.

ANALYSIS

COMPENSATION FOR

THE PROGRAM

(Fees and expenses)

5.

The COMPANY's compensation from NTOG under this agreement shall include

- 1) fee for services and
- 2) reimbursement for (operating and) out-of-pocket expenses incurred on behalf of NTOG.

A. Fee for services covers:

1. Compensation for COMPANY account staff assigned to carry out the NTOG PR program covering the services of senior staff including a portion of

one executive vice president and one senior vice president, one vice president, one account supervisor, one account coordinator and secretarial assistance.

- 2. Fixed overhead costs such as rent, insurance and other administrative expenses incurred by The Rowland Company for its own operations Telephone calls and facsimile transmissions those made locally for purposes of maintaining media and client contacts.
- B. Reimbursement by NTOG for specific expenses incurred by the COMPANY in carrying out the NTOG PR program includes:
- 1. Costs of NTOG stationery, postage, correspondence, messenger services, express mail and overnight delivery changes.
- 2. Duplication and copying of documents for reporti purposes and of press materials for media distribution.

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- 3. Longdistance telephone calls and facsimilie transmissions (faxes).
- 4. Costs for additional personnel, as needed, to assist in carrying out activities over and above those outlined in the PR program.
- 5. Any expenses incurred by the COMPANY, which, by sound and fair reasoning, are considered indispensable to the effective implementation of the PR program. These costs shall include such expenses as are incurred by COMPANY account staff to maintain media and travel industry contacts and relations.
- C. Expenses and costs specified in section B, sub-sections 1,2,3,4 and 5 above incurred in carrying out the PR program, are to be reimbursed to the COMPANY.

 COMPANY expenses not

No. of



covered in section B, sub-sections

1, 2, 3, 4 and 5 above and not

specifically stipulated as

reimbursable in other articles of this

agreement will not be reimbursed to

the COMPANY.

DATE OF
SUBMISSION OF
PR PROGRAM

6.

The basic program submitted for the consideration of the NTOG which is subject to changes according to the needs of the market but within the limits of the said budget shall also be subject to the absolute approval or rejection thereof, as well as to amendment.

The NTOG shall proceed to approve the program either sectionally or in whole, at its discretion.

In addition to the execution of the said basic program, the COMPANY shall be bound to proceed to any Public Relations activity within its sphere of action which may contribute to the promotion of Greek Tourism subject to approval by the NTOG.

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- upon, the COMPANY shall submit each time, to the NTOG, a detailed budget for every PR activity, the COMPANY may proceed to any such activity without prior approval of the NTOG, and only in case the COMPANY should consider necessary that any such action should be carried out very urgently for the benefit of the NTOG, provided always that the cost involved shall not exceed US\$ 1,000.00 (one thousand dollars.) and up to U.S \$ 2.000 (two thousand dollars withing the year.
- personnel for the execution of the PR
 Program within the area of the
 COMPANY's activities, shall be debited
 to the PR Out-of-Pocket Expense
 Account, provided that the GNTO in New
 York has previously granted its
 approval thereof werbally or in
 writing a provided that the GNTO in New

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Corporate and Incentive Travel

As corporations rely increasingly on travel as a motivational device, as well as a reward for sales quotas being met, the corporate and incentive travel field has grown dramatically both in terms of sophistication of those working in this profession and the dollars being spent. To garner an impressive share of this lucrative market, destinations compete vigorously and continue to finetune their selling strategies.

While there is no more effective means of introducing Greece as an incentive destination than the firsthand experience of incentive and corporate travel planners themselves, feature stories, news releases and other communications devices should be used regularly to stimulate interest and direct inquiries.

Greece provides many ideal locations for groups with its temperate climate, unsurpassed antiquities, hundreds of islands and beaches, cultural attractions, beautiful scenery and deluxe modern facilities. Indeed, Greece is the destination in Western Europe offering the best value for the dollar today, a major concern to the cost-conscious incentive professional.

The agency will prepare press material targeted specifically to meetings and incentives publications focusing on Greece's wide range of accommodations as well as convention facilities in cities such as Athens and Thessaloniki and attractions for groups on such islands as Rhodes, Crete and Corfu.

Greece's strength in the cruise market is another plus for incentive planners who frequently combine a cruise segment with a resort stay and are always eager to learn of unusual incentives that feature out-of-the-way locations; small personalized accommodations like cottages or villas and yachts.

Reprints

Another important element of the trade program will be the merchandising of major consumer publicity highlights (print and broadcast) to tour operators and travel agents to dramatize the fact that Greece is *the* European country of choice for American travelers. These reprints also serve to highlight the third party editorial endorsement that Greece is receiving from the influential media and to underscore the good news the consumer is "hearing" about the country. Reprints will be prepared on a timely basis for servicing directly to members of the travel industry -- tour operators, retail travel agents airlines, hotelists and meeting planners.

<u>ADDENDUM</u>

The following special projects and events would require funding over and above the allocation for the basic program that has been described. Should additional funding become available during the year, we strongly recommend that GNTO consider the following elements.

LIVE LIKE A GREEK TYCOON SWEEPSTAKES

Greece has long been home to some of the world's richest individuals and their glamorous lives have been extensively publicized.

Indeed, the perception of the Greek islands as a haven for the rich and famous and as one of the world's most romantic places can be used to garner extensive national publicity for Greece and enhance a key tourism message, i.e., that you don't have to be rich to enjoy a lavish vacation.

The agency recommends capitalizing on this perception through a national LIVE LIKE A GREEK TYCOON SWEEPSTAKES, commencing in April and ending in May 1989, that will award prizes of free vacations in Greece via random drawing.

While keying on Greece's image as the privileged traveler's holiday, the Sweepstakes will also convey the message that the dollar goes farther in Greece than elsewhere in Western Europe. Thus, it is possible to cruise the Greek islands aboard a luxury yacht or spend a week in a sumptuous villa on a relatively moderate budget.

Targeting consumers and travel agents, the national drawing could be held during the last week in May, in preparation for the upcoming summer season. To maximize visibility and impact, the campaign will be conducted at the point-of-purchase in travel agencies throughout the U.S.

The Sweepstakes would be supported through attractive collateral materials including counter cards and entry forms, radio and television advertising and a specially designed LIVE LIKE A GREEK TYCOON poster.

In addition to providing a high impact vehicle for promoting awareness of Greece at the travel agency level, where consumer impressions of a country may be formed, the Sweepstakes offers ongoing publicity opportunities at several levels:

- Media communications will underscore the theme that you can "Live Like A Greek Tycoon" on an inexpensive budget;
- o Regional sweepstakes winners will be publicized in local print and broadcast media;
- o Travel agency winners will be publicized in the travel trade media;
- o Grand Prize and other top prize winners will be the focus of human interest stories as they travel to Greece, enjoy their "Tycoon" vacations and return with heartwarming vacation experiences, i.e., stories about the hospitable people of Greece.

To enter the Sweepstakes, no purchase would be required and drawing for prizes -- including the Grand Prize of a roundtrip, all-expenses-paid, two-week vacation in Greece -- will be conducted by an independent sweepstakes organization.

Travel Agents Live Like Greek Tycoons, Too

A separate travel agency Sweepstakes can be conducted among agencies that participate in the consumer version. Several different formats could be considered. Agencies selling 10 or more Greek vacations would be eligible for an agency Grand Drawing.

An alternative would be to enter individual agents from participating travel agencies regardless of sales performance over the course of the Sweepstakes.

In addition to receiving attractive collateral materials and counter cards, another inducement for agencies to participate is that consumers must visit a travel agency to enter the Sweepstakes.

One other possibility would be to use the Sweepstakes to transform individual travel agents into Greek Travel Experts by relaunching Greece's "fam trip" program at this time. Agents from participating agencies would be eligible for free travel to Greece as part of the GNTO's travel agent familiarization program.



Additional Opportunities

Additional impact could be created through radio tie-ins via a contest version of LIVE LIKE A GREEK TYCOON in which listeners would be eligible for prizes based on their ability to answer trivia questions about Greek history.

The opportune time for the radio tie-ins would be during local and regional Greek festivals.

The campaign could also be tied to an appropriate Greek food manufacturer or distributor in the U.S. whose products are sold in supermarkets and grocery stores.

VIDEO NEWS RELEASE

Video News Releases (VNRs) are 90-second taped segments created and produced by the agency and syndicated to local television stations nationwide.

The VNR has proven to be a highly effective way of presenting a precisely controlled message and visual to a television audience in an entertaining format.

In the past the agency has produced a number of VNRs for clients that have been particularly noteworthy and gained important television exposure in markets across the country.

The entire VNR package is developed by agency specialists familiar with the requirements of TV stations across the country.

The Rowland Company is responsible for each stage of the VNR:

o All creative preparation -- researching and developing the script outline, rehearsing talent and choosing locations if necessary. If videotape material on Greece is available through the Greek National Tourist Organization, we will naturally review the material for inclusion in the production.

From Athens to Crete, from Mykonos to Mycenae, hospitality is as commonplace as the tavernas with their Greek music, folk dances and the traditional shattering of plates.

Greece <u>is</u> hospitality, along with whitewashed villages, intoxicating views and small boats bobbing on blue seas.

As Homer sang two millennia ago: "He was kindly to his fellow man; for dwelling in a house by a road, he used to entertain all comers."

Entertaining themselves and all comers, the Greeks savor life like no others and their hospitality knows no bounds.

Today, when the cost of European hospitality is prohibitively expensive, why should Americans pay more for the imitation when they can pay less in Greece for the original?

Beyond its art, architecture, philosophy and drama, Greece's timeless mystique is its earthy, generous, approachable people, surely among the most welcoming and friendly in the world. Hellas!

It is with great enthusiasm that The Rowland Company presents this public relations plan on behalf of Greece.

I. THE TRAVEL ENVIRONMENT

World Tourism Overview

- o \$2.3 trillion was spent on world tourism in 1987, accounting for 12 percent of the globe's gross production of all goods and services.
- o More than \$150 billion will be spent in 1988 for international travel.
- o Europe's revenues from International tourism, currently 60 percent of the world's total, have almost doubled since 1982.
- Over 6 million Americans visited Europe in 1987, spending \$7.5 billion in the second best year ever. Despite the weakened dollar, 1988 figures are expected to compare favorably.

International tourism is booming. The world's largest and fastest growing industry is changing the basic fabric of societies on every continent. With continued growth predicted, there is no doubt that more people, especially Americans, will be spending more money to visit more destinations well into the 1990's. The opportunities in this environment for Greece are virtually boundless.

While economic and political trends have combined to create a highly optimistic forecast for world tourism, there also is a drawback. As greater numbers of travelers seek stimulating and affordable vacation destinations, competition for these tourists and their dollars has dramatically increased. As countries around the world develop exciting new tourism attractions, facilities and services, the destinations that make themselves the most highly visible will be the ones to capture the broadest share of the market.

A number of factors have had and will continue to have enormous impact on where people travel. Going into 1989, prospects for peace in recent world trouble spots look promising. Glasnost has helped open the Soviet Union and Eastern Europe to foreign visitors and investment. Canada and the United States have signed historic trade agreements, and Australia and New Zealand have come to similar terms. China and other countries in the Far East continue to show record increases in tourism arrivals. Japan has embarked on a campaign to double the number of Japanese visitors to foreign countries and is spending more than \$50 billion in foreign aid, including tourism development in underdeveloped countries.

Europe and the American Tourism Market

The volume of travel from the U.S. to Europe has increased more than 60 percent in the last 10 years, according to the European Travel Commission (ETC). At the same time, the six million Americans who visited Europe this year represent only one fifth of the potential market, so there is ample opportunity for growth.

Most significantly, Europe is moving toward cooperation that promises to increase tourism as trade, economic and travel barriers are gradually relaxed. By 1992 or shortly thereafter, the European Community expects to be a superpower economically on a par with the United States. Already commercial air traffic in Europe has exceeded predictions for 1995 -- as performance outpaces projections.

Capturing a larger share of the American market will not be easy, however.

The major issue confronting Americans traveling to Europe in 1989 and beyond (and consequently the challenge for European destinations) is COST. More than 85 percent of Americans perceive Europe as expensive, according to a recent ETC survey. Barring further outbreaks of terrorism or other political turmoil, the major influencing factors in choosing Europe over any other destination remain the value of the dollar and escalating prices.

The concern over cost and affordable prices dominated the responses to a recent European Travel Commission survey of American travelers, in which it was found that 60 percent believe Europe is more expensive in 1988 than in 1987. Based on the ETC findings, European tourism officials predict these travel trends for the 1990s: upswing in long-haul travel; rise in "one country" vacations; increased frequency of shorter trips; mobility and flexibility in group packaging; faster growth in visits to cities rather than resort areas; more travel during off-peak periods; growth in senior citizen travel and better pricing in intra-Europe travel.

It is interesting to note, however, that France is one of the fastest growing destinations in Europe despite its relatively high cost for Americans. This has been accomplished by combining a significantly larger expenditure for promotion and publicity with cost control measures including guaranteed prices in dollars.

Greek Tourism Picture

Tourism is of vital importance to the economy of Greece. An estimated 8.5 million visitors in 1988 accounted for roughly \$3.5 billion in foreign exchange income, almost 8 percent of the country's gross national product.

While Britain and Germany provide the largest numbers of visitors to Greece, there is no doubt that the American market will be of extreme importance in the future. While they account for roughly 10 percent of total tourism revenues, American travelers outspend their European counterparts by more than three to one, and the number of U.S. visitors can have a major impact on the performance of the industry in any given year. Greece lost some \$350 million in tourism revenues in 1986, when American arrivals dropped more than 60 percent after President Reagan's travel advisory. Following the Achille Lauro incident, cruise ship arrivals, which account for 66 percent of all U.S. visitors to Greece, fell by more than 30 percent, according to Euromoney Publications.

Terrorism and political turmoil have had an unfortunate effect on Greek tourism in recent years. Now, intense competition from other destinations has the potential of affecting the health of the Greek tourism product. However, it is in this competitive environment that Greece, of all European countries, is in the strongest position to win the lucrative American market. (It is interesting to note that U.S. arrivals in 1987 were 27 percent above those in 1986 -- positive proof that the Greek tourism product has tremendous appeal and expectations for a rebound are entirely reasonable.)

Greece, in fact, has all the requisites to appeal to the majority of prospective travelers identified in studies by the European Travel Commission:

- o Greece is the <u>most inexpensive</u> of all major European countries in terms of hotels, restaurants and recreation.
- o The cost of travel is less subject to fluctuation due to the <u>drachma's</u>

 relationship to the <u>dollar</u>, and has remained virtually unchanged for several years while U.S. currency has weakened throughout the rest of Europe.
- o Greece offers an abundance of the three major requisites for a European
 vacation -- interesting cities, beautiful countryside and historical places.
- o The country has a greater proportion of <u>lower priced accommodations and</u>
 restaurants than most European countries.
- Luxury accommodations and restaurants are relatively less expensive than
 those in most other European countries.
- o Greece is ideally suited to both <u>one-country vacations</u> and <u>inclusive programs</u> with other European countries.
- o Greece's temperate climate provides for a longer shoulder season than all other European nations, resulting in more opportunities for off-peak travel.
- o Greece has a <u>multi-faceted tourism product</u> which can be effectively marketed to major growth segments and changing demographics of the travel industry -- seniors, active vacationers, FIT travelers and families.
- The Greek Government's <u>\$140 million investment</u> in the tourism infrastructure throughout the country has greatly improved the country's travel product.

On the negative side are factors which have clouded the image of Greece and have hampered the flow of American traffic to the country:

- o Questions about safety due to past terrorist activities.
- o Concern about anti-American political developments.
- o Withdrawal of major tour operators which has severely damaged the package tour product.
- o Shortage of affordable air seats due to restrictions on air service from the U.S. to Athens.
- o Shortage of U.S. gateway cities to Greece.
- o A lack of consumer awareness of what Greece has to offer the American traveler, particularly about relative safety, cost and the variety of activities and attractions.

It is apparent that the primary challenge for Greek tourism is to alter the perceptions about the country rather than the product itself. What Greece has to offer is unsurpassed in Europe; the task will be to develop a dynamic public relations campaign to bring the message to the American people.

II. TRAVEL INDUSTRY SURVEY

The Rowland Company conducted an informal survey of tour operators, travel agents and travel editors across the country to determine the most important travel trends and developments affecting Greek tourism. The following summarizes our findings:

Tour Operators

Although tour operators we queried have recently begun to see an increase in travel to Greece, all have experienced a drastic drop since the peak year of 1979 and the better figures of 1984-1985. In general, the tour operators and wholesalers felt that reeducation of the traveling public was called for to overcome remaining reluctance to choose Greece.

o A major American tour operator reported that although travel to Greece was still slow, 1987 saw an increase and 1988 would have been excellent except for the City of Poros incident. The company anticipates that 1989 will be a superb year, possibly matching the 1984-85 levels, and in preparation has increased its product line and added tours for the year ahead. The wholesaler noted, however, that "the Greek government has to do more to reinforce the security issue. Although the country is in actuality doing very well in this respect, people are not aware of it."

- An operator linked with a major U.S. carrier reported that although travel to Greece was slowly coming back, it was a "harder sell than pre-1986. Previously Greece was a top vacation choice." A senior executive there commented that "the public still is leery of Greece. The public needs to be reeducated on the absolute beauty of the country." The operator also finds that "people are more value conscious." Of a variety of packages offered, the operator's lowest-priced, 15-day package is most popular.
- The largest charter tour operator to Greece in the U.S. reports that "demand for spring and summer 1989 is up 50 percent over this time last year." The high summer season picked up in 1988, after two low years. The operator noted that the strong dollar was a major selling point; a deluxe hotel is \$80-\$90 for a double with breakfast -- a value that cannot be matched elsewhere in Europe.
- A Midwestern wholesaler offering several first-class packages to Greece for 1989 said that demand was still down, despite an increase last year, although it was "too early to tell for the coming season."

 Greece is presently "one of those almost-forgotten treasures."

 Americans are attracted by the value for the dollar, art and artifacts, as well as the more relaxed atmosphere. Although this operator's tours primarily draw affluent retired persons, "travel is becoming much more important to everyone," and more middle-income people are saving for a European vacation. However, "the public needs to see media coverage of security systems at the airport."

Travel Agents

Retail agents we surveyed in several major markets are not experiencing the upswing reported by the wholesale tour operators. We concentrated primarily on medium- to large-size agencies with sales ranging from \$1 million to over \$5 million, and with 40 percent to 90 percent leisure business. Agencies more closely reflect the demand and awareness of typical consumers from their areas. Our findings indicate that agents and consumers alike need education on the safety, hospitality, value and attractiveness of a vacation in Greece.

o New York

Half of the agencies surveyed in this market were experiencing low demand and had seen no increase, and the rest expected travel to Greece to improve this year. All reported that the terrorist incidents had had an impact; one large agency was still rerouting clients and "had sent many people to Turkey this year who might otherwise have gone to Greece." The agency reported that although consumers are aware of many of the attractions of Greece, "the public believes Americans are not very welcome and might be uncomfortable."

Most of the New York agencies noted an increase in younger travelers and several commented on the strong dollar.

o <u>Chicago</u>

All agencies queried reported only light demand for Greece. One co-owner of an agency specializing in leisure travel noted that in the last four years "bookings had dropped off to almost nothing," and that they had sent no tourists to Greece in two years. This agent stressed that "travelers want to know they'll be safe" and added that in the last few years Greece "had not had a good reputation for a friendly atmosphere." This sentiment was echoed by a tour operator handling customized ground arrangements, who also cited "anti-American feeling." The operator pointed out that independent travelers to Western Europe generally don't add Greece because of the additional airfare costs. The first agent quoted emphasized that "good low-cost packages tied in with an American carrier are needed."

o Los Angeles

Mid- to large-size agericies in this market reported either unchanged demand or decreases in travel to Greece this year. Although one agency owner of Greek descent noted that the country "was very easy to sell before the two most recent incidents, Americans are not being treated nicely right now," and the agency had stopped recommending Greece about six weeks ago. "Everything would hinge on the attitude of the people," he said, "because all the other elements -- the price, climate, casual atmosphere -- are right."

One agent said the value of the dollar "may help to determine how long travelers stay, but not whether they go." A second noted that inflexible APEX fares frequently do not permit a stop in another European country without incurring an "excessive local fare."

Travel Editors

Both consumer and trade travel editors we queried were fairly knowledgeable about Greece and rated the country high as a destination, from "good" to "fantastic." Travel editors are generally more sophisticated than consumers, travel agents and other members of the travel industry. Thus, the editors were not as affected by safety issues. However, although most felt that negative public impressions had subsided, they agreed that lingering unfavorable perceptions were still a problem.

Consumer Editors

We talked to editors at major newspapers in three large markets across the country, nearly all of whom had visited Greece.

- o A Boston editor reported that Greece is "a classic destination and one of the most economical countries in Western Europe," making it "fairly attractive to Americans." However he observed that "perceptions are obviously a problem," fueled by events such as the fatal heat wave and recent political problems. He felt that cruises are a good way to introduce the mass tourism market to destinations such as Greece.
- An editor at a Chicago paper felt that Greece was "probably less expensive" than most other European countries. On the other hand he also noted "lingering doubts about the Eastern Mediterranean." The associate travel editor at the same paper observed that "it looks as though the Mediterranean and Greece will be making a comeback." She reported that the paper's coverage had been on the light side until a recent planned cover story and that she "doesn't receive much information on Greece."
- A Los Angeles editor said that "Greece still has a lot of appeal despite the problems of the past" and added that "we've always had good reports on Greece and cruising the islands." She said she "would like to see a lot more releases come through -- in comparison with other countries, Greece does not send as much" as she would like to see.

Trade Publications

Editors surveyed at the travel trades provided responses similar to those of consumer editors.

- An editor at a daily said that while Greece is one of the less expensive destinations and offers a lot more for the money, it is "underestimated in what it has to offer. There's still a perception of danger, and people are still somewhat reluctant to travel there." She felt "Greece may be suffering along with the rest of Europe due to the dollar, when it shouldn't be."
- Another editor reported that she "loves Greece -- it's one of my favorite places to visit. There's much to see, it's easy to promote and the price is great." She did note consumers' uneasiness about terrorism, but added it was "nothing compared to what it was previously."
- An editor at a leading magazine for agents felt Greece is "one of the most beautiful in terms of swimming and offers a wide range of accommodations for any budget at all." In some other areas his reactions were mixed. As far as price, he thinks that "for budget travelers, Turkey is a better value."

A news editor at a travel trade reported that "Greece is an attractive destination, both the islands and historical sites." He ranked the islands "high or higher" than any other resort area in Western Europe. Like many of the other travel editors, he thought that fears about safety "were in the background now."

III. PUBLIC RELATIONS OBJECTIVES

Our public relations campaign is designed to rebuild and refocus the image Americans have of Greece, providing them with clear insight into the uniqueness of the country -- its monumental history and role as the cradle of Western civilization; its remarkable beauty and varied topography; its archaeological sites and museums; its ancient cities and sun-drenched islands; its people, among the friendliest and most exuberant in the world. By doing so, our aim is to capture a large share of those Americans traveling to Europe.

The objectives of the public relations program are to:

- Significantly increase the number of American visitors to Greece;
- o Fully familiarize Americans with all that Greece offers -- its wealth of attractions, ancient cultural traditions, stunning beauty and hospitable people;
- o Position Greece as the friendliest country in Europe;
- o Emphasize the value for the dollar of a vacation to Greece;
- O Offset U.S. traveler concerns about safety in Surope; CRIMINAL DIVISION SECURITY SECURITY SECURITY OF JUSTICE SECURITY SECURITY OF JUSTICE OF

- o Lengthen Greece's traditional summer season to encompass more of the shoulder months;
- o Underscore Greece's contribution to Western civilization;
- o Increase awareness of Greece to the travel trade, emphasizing the variety of vacation alternatives.

IV. PUBLIC RELATIONS STRATEGY

There has always been a sense of mythic proportion to Greece. And, while this is an integral part of Greece's identity, the time has never been better for aggressively showing off <u>all</u> the facets of this complex and culturally rich nation to the American traveler.

Almost everyone knows that Greece is the cradle of Western civilization. Our number one priority is to tell the American traveling public that Greece is also the cradle of hospitality.

The strategy for this proactive public relations campaign is to underscore Greek hospitality, the core of the Greek travel experience. By promoting Greece as offering a high degree of hospitality and, at the same time, fully familiarizing Americans with all that Greece is, we will offset recent negative impressions and heighten the sense of comfort and well-being felt by U.S. travelers.

At the same time, we will publicize all measures that the Greek Government is taking to assure American consumers that safety standards are in place. As such, we will have developed a framework for effectively and subtly addressing and dealing with the issues of safety and security.

Greek is the only language in the world in which the word for stranger is also the word for guest. And in Greece, friendliness and hospitality are outstanding characteristics, as expressed to visitors by all -- from taverna waiters to Athens' hotel clerks.

Similarly, in Greece there is an inherent appreciation of value as evidenced by the splendor of its ancient monuments, the preservation of its folk cultures and its zestful love of life.

These are the gifts of Greece to the modern day traveler, which set the country apart from all other destinations in the world. These traits -- superb hospitality, unsurpassed antiquities, stunning variety of attractions and activities and outstanding travel value -- are as vital to the American's travel experience today as Prometheus' gift of fire was to mortals.

In addition to positioning Greece as the friendliest country in Europe, we will instill a strong sense of familiarity about Greece to the American traveling public, both in terms of geographic makeup and touristic offerings, while underscoring the country's invaluable contributions to the American way of life -- Socrates' gift of philosophy, Pythagoras' theories of geometry, Hippocrates' oath of medicine, Sophocles' tragedies and Aristophanes' comedies, and the fables of Aesop. We will underscore the hidden bonds between Greeks and Americans: The Greeks created the first experiment in democracy; the Americans have developed the most successful democracy, making Americans the "children of Athens" in a very real sense.

At the same time, we will present Greece as the most inexpensive destination in Western Europe, offering more attractions, history and types of vacation alternatives than any other destination in the region.

In essence, we will market Greece as the European's European vacation, pointing out that it inspired such noted European writers as Byron, Milton, Lawrence Durrell and many others. By so doing, we will disseminate the message that the country is the venue for savvy travelers who know where true value and variety can be found.

All this will be achieved by highlighting the full spectrum and value of Greece's attractions, events and activities: from exploring ancient ruins on Delos and riding muleback up 600-foot cliffs on Santorini to feasting on taramosalata and synagrida in a seaside taverna in Nafplion and viewing ancient Greek drama at Epidaurus' 4th century B.C. theater.

Our proposal will include and reach beyond traditional travel publicity approaches. By identifying and highlighting the full range of Greece's attractions, we will appeal not only to travel but also to lifestyle, food, wine, sports, fashion, art and architecture editors, and other specialists in print and broadcast media throughout the country.

Our public relations effort will strategically underscore the following:

- As Americans settle into an age of computers and electronic communications, the need for a renewed sense of <u>friendliness</u>. <u>hospitality and face-to-face communications</u> will be on the increase. Hospitality is an ancient tradition in Greece and its merits will be amplified.
- o In this uncertain economic climate, <u>price</u> will continue to be a priority for most U.S. travelers to Europe. For visitors, Greece offers outstanding prices and value for the dollar.
- Oultural attractions and historic monuments/museums generally top the list of priorities for travelers heading to Europe. Greece's position as the source of antiquity for the Western world and its abundance of centuries-old archaeological sites, regional festivals and colorful villages will be fully exploited.
- o Few travelers can resist the temptation of shopping when in a foreign destination. Greek gold, the wool sweaters of Mykonos and flokati rugs from Arahova are just some of the many treasures that will be publicized by supplying consumers with accurate information about boutiques, open-air markets and galleries on the mainland and on the islands.

- Mediterranean cuisine, because of its healthful yet savory and exotic dishes, is one of the hottest food trends today, as reported by both Food and Wine and Bon Appetit. The merits of Greek cooking -- fresh herbs and spices, native olive oil, vine-ripened tomatoes -- will be fully explored with food and restaurant writers in major cities.
- Travel beyond the major European cities is on the upswing. Experienced travelers are looking for more adventure, surprises, their own discoveries -- dancing the syrtaki on Santorini, tasting retsina near the Byzantine monastery of Daphni or tracing the footsteps of the Minotaur on Crete.
- Oruising is the fastest growing segment of the travel industry and it continues to attract an increasing number of travelers. There are few other places in the world that provide as magnificent a cruise vacation as that to the Greek islands. And cruising these islands is an excellent introduction for first-time travelers to the country. The almost endless variety of land/sea itineraries available in Greece will be fully promoted.

- The <u>active vacation</u> is a well-established trend in today's health-and-fitness-conscious America. While most travelers to Europe don't select their destinations based on the sports offerings, this adds another dimension to the travel experience. For visitors to Greece, the birthplace of the Olympics, that means paraflying in Attica, horseback riding in Thessaloniki, mountain climbing in Pelion, skiing in Pindos, scuba diving off Rhodes -- not to mention island hopping from a choice of 1,400 Greek islands.
- O Alternative accommodations are also in. While American travelers still look for the comforts of luxury hotels, and Greece has its share, they are also looking for less traditional accommodations. The full range of Greece's unusual overnight stays will be promoted from the restored Traditional Settlement in the village of Oia and the ultimate in privacy at a century-old stone homestead on the island of Argironisos to pampered resort life at Porto Carras.

V. THE PUBLIC RELATIONS PROGRAM

The key elements of the public relations program are:

- o National Publicity Campaign
- o Major Television Shows from Greece
- o Greek Tourism News Bureau
- o Press Trips to Greece
- Meet the Press in Athens
- o Art and Antiquities of Greece
- o Travel Industry Relations
- o Addendum

A. NATIONAL PUBLICITY CAMPAIGN

Direct Editorial Placement

As the cornerstone of our public relations effort for the Greek National Tourist Organization (GNTO), Direct Editorial Placement is designed to reach consumers via the widest range of national and local print media. The agency has excellent contacts with the travel media as well as other travel-motivating media outlets. On behalf of the GNTO, the agency will utilize those contacts to focus intensive media attention on Greece.

Our number one priority for the program is to ensure that Greece is positioned as Europe's friendliest nation, offering a wealth of monumental attractions, cultural festivals and activities at Western Europe's most inexpensive prices.

Through this program, we will work one-on-one with editors and writers to develop stories on Greece and to service all individual editorial requirements the media may have.

As part of our aggressive public relations efforts we plan to go beyond traditional media channels, by working with key editors at a wide range of special-interest publications to develop appropriate story angles to intensify broad-based media coverage.

Story ideas we intend to develop for specific publications include:

- o <u>Travel & Leisure</u>: "Metsovo: The Switzerland of Greece" -- An article about this Alpine-like village in northwestern Greece.
- O Conde Nast Traveler: "Greece Undiscovered: The Temple of Apollo at Vasses" -- A look at one of the best preserved temples in all of Greece and the unspoiled beauty of its environs.
- O Connoisseur: "Grecian Gold: From Midas to Lalaounis" -- An overview of the exquisite gold artifacts in Greek museums as well as some of the contemporary gold jewelry being designed today.
- O Horizons: "Aeschylus in Athens and Eurlpides in Epidaurus" -- An account of the open-air performances of classical Greek drama during two of the country's most prestigious performing arts festivals.
- National Geographic Traveler: "Of Holy Mountains and Icons" -- A firsthand glimpse of monastic life and the fabulous art treasures at the monasteries of Mount Athos, Europe's only monastic state.
- o <u>Bride's</u>: "Romance in the Greek Isles" -- A feature on an idyllic honeymoon on the sun-drenched islands of Crete, Santorini and Mykonos.

- O Gourmet, Food & Wine: "Mezedes to Moussaka" -- A culinary exploration of Mediterranean cuisine, with an emphasis on indigenous Greek ingredients and dishes; a sidebar on the tavernas of Plaka.
- Outside: "Climbing with the Gods" -- A look at spectacular mountain climbing to Greece's highest point, Mount Olympus.
- o Sports Illustrated, Running: "Original Marathon" -- A profile on the world's first marathon, a 26-mile run in the year 490 B.C.
- o <u>Islands</u>, <u>Travel/Holiday</u>: "Exploring Ionian Isles" -- A visit to the colorful and culturally rich island of Corfu, with a side trip to the lesser known islands of Zakynthos and Cephalonia.
- Working Woman: "Ode to a Grecian Spa" -- A "how to" unwind at the Hippocrates Palace spa on Kos, while enjoying the many attractions of the island.
- Smithsonian: "In the Footsteps of Alexander" -- An article on northern
 Greece, including Vergina, Thessaloniki and Pella.
- The New York Times Living Section, Wine Spectator: "Rediscovering the Nectar of the Gods" -- A survey of the little-known but highly regarded wines produced throughout Greece.

- Yachting: "A Guide to the Islands of Greece" -- A story on island hopping by yacht through the Dodecanese.
- Smithsonian: "The Other Byzantium" -- An exploration of Mistra above Sparta, a ruined medieval city the likes of which Yeats may have had in mind when he wrote "Sailing to Byzantium."
- O Architectural Digest: "The Gardens of Grecian Ruins" -- An account of the natural beauty surrounding some of the most famous examples of Greek antiquity.
- o <u>Vogue</u>: "Going Home" -- A feature on America's top Greek-American fashion designers and how the Mediterranean has influenced their styles.
- European Travel & Life: "Respite in a Restored Greek Village" -- An article on a stay in the restored Traditional Settlements of Fiskardo (Cephalonia), Oia (Santorini) and Mesta (Hios).
- Town & Country: "Meet the New Greek Tycoons" -- Profiles of the
 "movers and shakers" of Athenian society.
- o <u>Frequent Flyer</u>: "Athens Airport Puts on the Polish" -- An overview of improvements at the Ellinikon Airport and the planned Spata facility.

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- o National Geographic Traveler: "Outpost of the Ancients" -- A photographic feature of the Mani at the southern spur of the Peloponnese, one of the last truly dramatic spots in Europe, existing now as it did in ancient times.
- o <u>TWA Ambassador</u>: "Hospitality, Greek Style" -- A look at some of the customs that embody legendary Greek hospitality, such as the offering of a spoonful of preserves with a glass of water to any guest or visitor.

B. MAJOR TELEVISION SHOWS FROM GREECE

Simply put, television is the most powerful communications tool in the public relations arsenal, and, used effectively, can result in instant exposure of products and messages before millions of consumers.

Television's power to change opinion rests in its capacity to simultaneously convey visual and verbal messages making it an ideal medium for presenting the allure of travel.

Considering the strong reliance of the American public on television for information, news and entertainment, the broadcast medium provides the greatest opportunity to mold the consciousness of travelers with respect to Greece.

The three morning network television talk shows continue to look for innovative ways to attract viewers and boost ratings. Past successes with filming on location at the Vatican, in Australia, the Virgin Islands, China, Sweden and on the *Norway* and the *Orient Express* have convinced network executives that this is an excellent way to draw larger audiences.

During the course of the year, the agency will approach one of the major network shows "Today," "Good Morning America," or "CBS This Morning" with the idea of airing a week of shows live from Greece. We will be the liaison between the network and GNTO for the coordination of all aspects of the production from airline arrangements to satellite transmission.

We will develop segment ideas focusing on renowned artists and celebrities, undiscovered regions, unusual events, special festivals and sporting events as well as Greek history and culture -- all dramatizing the richness and variety of the country.

Among the specific ideas we will propose to the producers are: a behind-the-scenes look at the preparations for the Athens Festival; a piece on the sponge fishermen of Kalymnos; a tour of the treasures of the Benaki Museum; a visit to several Traditional Settlements with a noted Greek architect; a "making Greek sweets" cooking segment; the route of the first marathon with a Greek runner; a trek through the Gorge of Samaria (Europe's longest); a view of the Venetian town of Chania in Crete; a profile of the winemaker of Porto Carras; Greek icon makers -- a lost art; today's Greek fashion designers -- Tseklenis, Parthenis and Nikos and Takis.

Additionally, across the U.S., television stations are relying on syndicated shows and independent production companies for their programming. For instance, magazine-format shows, such as "P.M." or "Evening Magazine" (one of the leading prime-time access shows in syndication), are aired in almost every major metropolitan area and are often filmed on location against international backdrops.

"Lifestyles of the Rich and Famous" offers another broadcast opportunity in which we could focus attention on Greece's upscale resorts. We will also target other important syndicated and cable shows such as "USA Today," a nationally syndicated show modeled after the national newspaper; Cable News Network's travel show, and The Travel Channel.

C. GREEK TOURISM NEWS BUREAU

The Rowland Company will serve as a direct line of communication between the Greek National Tourist Organization (GNTO) and the media, by creating the Greek Tourism News Bureau to respond to all press inquiries and requests regarding the Greek tourism product.

The Bureau is designed to act as the recognized source for the most current and complete information about Greece. News releases and exclusive feature stories will be printed on the letterhead of the GNTO News Bureau, which will serve to establish the connection between the agency and the editors and writers who are looking for information on Greece.

A proactive approach addressing the issues of safety will be taken by the Bureau, alerting the media about the measures being implemented for greater security. Periodic bulletins will be sent to both trade and consumer reporters updating them on the country's safety precautions. Select editors will also be invited to take a firsthand look at airport security in Greece.

The agency will act as a liaison between reporters and the GNTO, providing press materials and arranging interviews as needed, updating the media on a regular basis and generally assuring that the flow of information to the media is handled in an efficient way, consistent with the overall goals of the program.

The Bureau will also maintain a photography file of color slides, transparencies and captioned black-and-white photos depicting the outstanding archaeological sites, festivals, customs, people, beaches and major tourist attractions in regions throughout the country.

Greek Travel Value Bulletins

A proactive element of the News Bureau will be the dissemination of timely Greek Travel Value Bulletins to the consumer press, travel trade publications and select members of the travel agent community, reinforcing the message that Greece offers the most inexpensive prices and the best value in Western Europe today.

The Bulletins, which would be updated and distributed on a monthly basis and in June and July on a weekly basis, are designed not only to highlight Greece's great travel values, but also to reinforce the magnitude of the country's tourism offerings.

Each bulletin would feature a specific city or island and provide sample costs of specific travel activities. For example, an Athens Travel Value Bulletin could feature the rate of a hotel room at the Electra Palace in Athens, the cost of dinner for two at Taverna Myrtia, taxi fare from the Acropolis to the National Archaeological Museum, the price of a gold ring from Lalaounis and the fee for a ferry to Aegina.

D. PRESS TRIPS TO GREECE

As the Greek National Tourist Organization well knows, press trips are a vital part of the public relations program for any destination. By inviting travel editors, writers and broadcast media representatives to visit Greece and experience firsthand the tremendous variety of historical, cultural and scenic attractions, we can translate these experiences into favorable stories which will generate positive consumer awareness and interest in Greece.

Working with the GNTO, we recommend scheduling four press trips during the coming year. Each visit will be designed to impress the journalists with the outstanding hospitality of the Greek people, the extraordinary history and unique cultural heritage of Greece, and the tremendous value for the tourist dollar.

Whenever possible, the trips will be scheduled around local or major artistic festivals, and will include overnight stays at a variety of accommodations ranging from luxury resorts to Traditional Settlements, in an effort to deepen the unique travel experience Greece offers.

In addition to the four organized press trips, travel editors and freelance journalists will also be invited to visit Greece on an individual basis during the year.

The four editor trips could be as follows:

Odyssey Among the Greek Isles

If Odysseus were to make his journey today, he'd be seduced by the same stunning beauty of the islands, but instead of beguiling sirens and menacing monsters, he'd be embraced by the warm hospitality encountered everywhere. On this press trip, editors will spend two days in Athens exploring the Acropolis, National Archaeological Museum and the Plaka and then set off for a three-day cruise to the islands of Rhodes, Patmos and Mykonos. The group would disembark in Mykonos and depart for a yachting trip through the Cycladic islands of Delos, Tinos, Serifos, Sifnos and Kythnos, ending in Piraeus.

Editors will have plenty of opportunity to sample Greek cuisine, dining at tavernas like Xynos in Athens, and to embrace Greek hospitality at such luxurious hotels as the Grande Bretagne in Athens and the Santa Marina in Mykonos.

Easter in Greece

Perhaps it is in its festivals and religious ceremonies that the Greek zestful love of life is best expressed. Among the most memorable occasions is Greek Easter, when feasts of spit-roasted lamb and red-dyed eggs are accompanied by dancing in regional costumes. This trip begins in Corfu, where on Palm Sunday the island's patron saint, St. Spyridon, who lies in a richly decorated sarcophagus, is carried through the streets. There will be ample time for exploring the Byzantine churches, Venetian-styled palazzos and cricket fields of the island. This trip will also take writers to Vergina, to see the 4th century royal tomb of Philip II of Macedonia, father of Alexander the Great; the Byzantine churches and Roman agoras of Thessaloniki, and the dozens of monasteries of Meteora, precariously perched 2,000 feet in the air. Easter Sunday will be spent in the charming mountain village of Metsovo.

Of Minotaurs and Masters

Greece was the stage for our first mythological heroes and earliest historic moments. The islands of Crete and Rhodes are excellent settings for this trip, which will focus on Greece as the cradle of Western civilization.

On Crete, writers will have the opportunity of tracing the bull-oriented culture of the Minoan kingdom among the ruins of the Palaces of Knossos and Phaestos. They will then set sail for Rhodes to tour the Palace of the Grand Masters, the bazaars of the old city and the ancient temple of Athena Lindia at Lindos. A feature of this trip will be a performance of the Nelly Dimoglou Greek Dancers at the picturesque theatre in the Old City.

Classical Greece

A cluster of some of the world's most famous spots in history are in the Peloponnese. This is a journey through ancient monuments, brilliant mountain scenery and charming coastal villages. Writers will visit ancient Corinth's Temple of Apollo, Agamemnon's Mycenae, Zeus' Olympia, the Sanctuary and Temples of Delphi; dine at coastal tavernas in Nafplion, and view a performance at the ancient theater of Epidaurus. A stay in Athens for a comprehensive tour of the city and an evening performance at the world-class Athens Festival will also be included.

E. MEET THE PRESS IN ATHENS

A good deal of the media coverage on international business, economic and political issues which the average American reads is written by foreign-based correspondents for U.S. publications. The Athens bureau chiefs of *The New York Times*, AP, UPI, *Business Week, Time* and *The Wall Street Journal* regularly file stories on Greece which are read by millions of Americans.

In light of the fact that these correspondents are generally difficult to influence, the agency recommends that twice-yearly special briefing sessions be arranged as a means of stimulating an ongoing dialogue.

While agency executives are in Greece for meetings or to escort press trips, one or two days should be put aside for informal lunch or dinner meetings to suggest story ideas and provide updated information about new touristic developments. Considering that these journalists frequently report on general interest and lifestyle issues (i.e., travel, food, fashion, sports), these meetings provide new opportunities to gather source material. To facilitate this program, a staff member at NTOG's office in Athens could be assigned as a regular contact.

We will also add these writers to our mailing list so that they will receive our press releases on a regular basis.

F. ART AND ANTIQUITIES OF GREECE

"Those who know Greece only from the classical beauty and symmetry of the Parthenon, or the harmonious mean of ancient sculpture, may well be unprepared for and astonished by this very different, intensely expressive art."

Melina Mercouri

"Holy Image, Holy Space" and "The Human Figure in Early Greek Art" will be excellent opportunities for familiarizing the American traveling public with yet another aspect of Greece, its magnificent contribution to the arts.

If properly promoted, these two vastly impressive art exhibitions, traveling throughout 1989 to major U.S. cities, will serve to put Greece uppermost in the minds of potential travelers to the country.

The agency will use this opportunity to work closely with print and broadcast media in each of these important markets in the months leading up to and including the exhibit.

Since participating museums will each tap the talents of their own excellent in-house public relations staffs to garner the attention of art critics and writers, we will concentrate our expertise in stimulating editors of travel and general interest publications to write about Greece.

For example, for the "Holy Image, Holy Space" exhibit, we will approach the travel editors at such leading newspapers as the *Miami Herald, Fort Worth Star-Telegram, San Francisco Examiner & Chronicle, Cleveland Plain Dealer* and the *Detroit Free Press* several months prior to each exhibit, inviting them to visit Greece and tour the places where much of the exhibited icons and frescoes originate -- Sparta, Crete, Kastoria, Athens and other important sites.

For the "Human Figure in Early Greek Art" show, we will talk with travel editors at such dailies as the Los Angeles Times, Chicago Tribune and Boston Globe, inviting them to visit and write about the areas from which many of the pieces originate -- Athens, Santorini, Olympia and Mycenae.

In both cases, editors of regional magazines ranging from *Texas Monthly* to *California Magazine*, and the producers of local magazine format television programs such as "Evening Magazine," also will be contacted and invited to discover the treasures of Greece far in advance of the actual exhibitions.

A series of press releases and media pitches will also be developed to be distributed over a period of six months geared specifically to each city in which the exhibitions are held.

Additionally, the press and travel agency community in each city in which the exhibits are staged will be invited to experience firsthand the unparalleled hospitality of the Greeks at cocktail receptions/previews.

Students and professors of university classics and arts programs are excellent markets for these two exhibits. A direct mail campaign targeted to these two groups could be developed to include a series of press releases about the exhibits. A brochure could also be produced, describing the areas of Greece which boast excellent examples of antiquity and featuring suggested trip itineraries.

Lastly, a list of show attendees in each city could be used for future direct mail campaigns, as those showing an interest in Greek art are obviously predisposed to travel to Greece.

G. TRAVEL INDUSTRY RELATIONS

Another way to keep Greece uppermost in the minds of consumers is to prominently position the country before the travel trade media, tour operators and travel agents who sell Greece's tourism product. Our program will work to extend and cultivate beneficial relations between the Greek National Tourist Organization and the travel industry including the airlines, tour operators, cruise lines and yacht brokers who represent Greece to the traveling public.

As part of this program, the agency will work closely with regional offices of the Greek National Tourist Organization in New York, Chicago and Los Angeles providing publicity and promotional support for existing seminar, trade show and conference activities throughout the year.

Trade Media Relations

As travel products and tourist destinations have proliferated in recent years, consumers have become both more discriminating and more confused. This bewildering situation has created an opportunity for well-informed travel agents whose knowledge of the products they sell has become their most important asset.

With such a high premium being placed on good information -- not only among travel agents but other key members of the travel industry -- the trade relations section of this program provides a variety of vehicles for shaping and maintaining a highly trained sales force on behalf of Greece.

With this objective in mind, the agency will regularly target timely news, selling tips, marketing information and specially crafted feature stories about Greece to all travel trade, meetings and conventions and incentive publications.

The agency will use its long-standing relationships with key editors, publishers and travel trade writers to focus media attention on the Greek tourism product in such publications as *Travel Weekly; Tour & Travel News;* the travel magazines of OAG, Inc., including *TravelAge East, TravelAge West* and *Travel Management Daily; Travel Agent; Business Travel News;* Sunset Travel Review; Corporate Meetings and Incentives; Successful Meetings and others.

Sustaining this attention is largely a matter of customizing information to meet the specific editorial needs and deadlines of individual publications on such matters as announcements of new air service, hotel renovation, new resort construction, private yachting itineraries, self-drive tours, new tourist attractions, cultural events and festivals, special packages and promotions. In addition, the agency will monitor special European "roundup," cruise sections and other special issues to reinforce Greece's unique position.

To exploit major promotional opportunities as they arise, or to build excitement for significant new package offerings, the agency will offer publicity support for Greece's U.S. travel partners. Where warranted, this support would extend to the agency's involvement in press receptions, news conferences and the securing of interviews for supplier spokespersons.

Since quality communications require that information flow in both directions, the agency will regularly solicit news of latest developments, market opportunities and travel trends affecting the sale of the Greek tourism product from key suppliers in the U.S. When appropriate, the agency will develop and disseminate press releases to the consumer and travel trade press -- as well as to the travel industry itself -- to maximize such opportunities.

Trade Interview Program

Beyond the regular communication of up-to-date information and news, sales techniques and success stories to the media via meetings, telephone and the servicing of news releases and photographic material, the agency will arrange for key officials of the Greek National Tourist Organization in the U.S. and the National Tourist Organization in Athens to be interviewed by travel trade journalists.

Interviews will focus on:

- Marketing Greece: An outline of Greece's marketing and advertising plans for 1989.
- o <u>Dollars vs. Drachmas</u>: A compendium of travel bargains makes it clear why U.S. travelers get a run for their money in Greece.
- O <u>Unusual Incentive Packages</u>: The positioning of Greece as an excellent incentive destination, with an array of custom-designed programs.
- Security Update: A feature comparing security procedures in Greece to those of European countries -- as they relate to the safety of the U.S. tourist.

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- o <u>Tourism Executive Profiles</u>: An article discussing strategies for increasing traffic from the U.S. to Greece with top officials of the National Tourist Organization of Greece.
- Golden Age of Cruising: A story showing why U.S. travel agents favor cruises, combined with resort stays, as the ideal introduction to Greece.
- o <u>Satisfied Travelers</u>: A report on the many faces of Hellenic hospitality, from the friendliness of Athens to the welcoming charm of quiet islands like Skopelos.
- Packaging Greece: A look at the diversity of tour packages to the Greek islands, including special interest packages and tours to boost shoulder-season business.
- o <u>Airline Overview</u>: A review of airlines serving Greece and their plans for expansion.
- o <u>Hotel Scene</u>: A feature on new hotel construction and renovation in key tourist areas, including Athens, Crete, Rhodes and Corfu.
- o <u>The Ultimate Meeting Place</u>: A report on Athen's growing importance as a business travel destination and the meetings and convention facilities in the capital.

Travel Industry Events

Seminars, receptions and trade shows also play a vital role in maintaining a high profile for Greece before the retail travel agent community. In addition, these events allow agents to personally meet and interact with representatives of Greece's most important tour operators, hotels, cruise line companies and airlines.

In conjunction with major travel industry events hosted or co-hosted by GNTO, the agency will provide essential publicity support to ensure that Greece's marketing messages are effectively absorbed by the members of the travel industry. These events may include the ETC Supermarts, the ASTA World Travel Congress and other regional and national trade shows.

The agency will assure that GNTO functions, such as the approximately 30 travel agent seminars held each year, are listed and publicized in a timely fashion in trade publications in order to maximize attendance and visibility.

ASTA Congress

As the number and importance of travel agents have grown, so has the prestige and influence of the American Society of Travel Agents' World Travel Congress. This annual event regularly draws between 4,000 and 7,000 members of the travel industry. The 1989 Congress in Miami promises to attract a record number of agents.

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For a country wishing to gain visibility and conduct business at the ASTA Congress, there are a number of ways to participate. However, over the years, a number of hosted functions -- the ETC luncheon, the Spanish Tennis Tournament, the Irish Golf Tournament, lunches by Portugal, Switzerland and the Netherlands -- have become standard features of the ASTA Congress and the schedule of special events is full. At the same time, many countries spend far too much money on receptions and dinners which frequently attract only limited numbers of retail agents in an atmosphere where little business can be conducted.

Our experience at many ASTA Congresses over the years indicates that the three-day Trade Show -- attended by virtually every agent delegate often more than once -- provides the best use of resources. The key to success at the trade show is the presence of tourism officials rather than the size or cost of the booth; many of the most successful in years past have been modest in scope but unrivalled in enthusiasm.

The agency will support all activities sponsored by GNTO during the Congress. Included in this activity will be:

- o specially prepared materials for journalists attending the Congress;
- o a statement by the Secretary General of NTOG and other releases targeted to ASTA delegates;
- o feature stories on Greek tourism for the ASTA Congress Daily newspaper;
- o the coordination of media interviews with key spokespeople from NTOG in Athens and GNTO in New York.

SATW Convention

Comprised of travel editors and freelance writers (active members) and travel public relations executives (associate members), the Society of American Travel Writers (SATW) is arguably the most important travel writers' association in the world. The Society's annual convention draws between 400 - 600 members who meet to review developments of the past year and discuss changing trends and strategies in travel. The convention provides an ideal forum for assessing writers' interests, initiating feature stories, planning for future press trips and cementing professional relationships.

During the 10-day convention, a six-hour "Marketplace" is set aside for the sole purpose of allowing travel writers to meet individually with public relations executives to establish schedules for press visits and discuss editorial calendars for the coming year.

As the 1989 SATW Convention will take place in Yugoslavia, Greece is presented with an ideal opportunity to obtain maximum press coverage. The agency recommends submitting to the convention chairman a proposal for a package of post-convention tours to Greece. We will work closely with GNTO to develop specific tours to various regions of Greece so that these important editors and writers can experience the complete breadth of the Greek travel experience.

An agency executive will attend the convention in Yugoslavia to participate in Marketplace and other functions. Other agency executives will accompany the tours of Greece.

ΣΥΜΒΑΣΙΣ



Εν Αθήναις, σήμερον την, ο υπογεγραμμένος ΚΩΝΣΤΑΝΤΙΝΟΣ Π. ΗΛΙΟΠΟΥΛΟΣ, Γενικός Γραμματέας του εν Αθήναις εδρεύοντος νομικού προσώπου δημοσίου δικαίου με την επωνυμίαν "Ελληνικός Εθνικός Οργανισμός Τουρισμού" αναφερομένου εφ' εξής χάριν συντομίας Ε.Ο.Τ. και νόμιμος εκπρόσωπος αυτού ενεργών υπό την ιδιότητά του ταύτην και εις εκτέλεσιν της υπ' αριθμ. 447.1914.7:90 αποφάσεως του Δ. Συμβουλίου του Ε.Ο.Τ. και αφ' εταίρου ο κ. ΜΑΡΤΥ FRANKEN νόμιμος εκπρόσωπος της εταιρείας Δημ. Σχέσεων υπό την επωνυμίαν ROWLAND αποκαλουμένην εφ' εχής χάριν συντομίας "Εταιρεία" συνομολογούσι και συναποδέχονται τα ακόλουθα:

Ο πρώτος των ώδε συμβαλλομένων διά του ως άνω νομίμου εκπροσώπου του, Γενικού Γραμματέως αυτού αναθέτει εις την αντισυμβαλλομένην Εταιρείαν την εκτέλεσιν του προγράμματος Δημ. Σχέσεων του Ε.Ο.Τ. εις την Αμερικήν υπό τους κάτωθι όρους και συμφωνίας:

) του προσαρτημένου στην παρουσα σύμβαση.

ΔΙΑΡΚΕΙΑ

 Διάρκεια της παρούσης συμβάσεως συμφωνείται και συνομολογείται διά την εκτέλεσιν του προγράμματος Δημ. Σχέσεων το από 1/1/90 έως 31/12/90 χρονικό διάστημα .

Ο Ε.Ο.Τ. δικαιούται εάν ήθελε κρίνει ως μη ικανοποιητικήν την υπό δευτέρας ώδε συμβαλλομένης εταιρείας εκτέλεσιν των συμβατικών υποχρεώσεών της, να καταγγείλει αζημίως και προ της λήξεως του χρόνου διαρκε ας την παρούσαν σύμβασιν διά δηλώσεώς του γνωστοποιουμένης τηλ γραφικώς εις την εταιρείαν, θέλει δε ισχύσει η καταγγελία μετά παρόδου 60 ημερών από της παρούσης γνωστοποιήσεως, οπόταν η προκειμένη σύμβασις λήγει αζημίως διά τον Ε.Ο.Τ. άνευ ετέρας διατυπώσεως.

Διευκρινίζεται ότι κατά το από της γνωστοποιήσεως της καταγγελίας και μέχρι της επελεύσεως των αποτελεσμάτων αυτής, χρονικόν διάστημα των 60 ημερών, η εταιρεία υποχρεούται εις την εκτέλεσιν απασών των εκ της παρούσης απορρευσών υποχρεώσεών της.



Εν περιπτώσει καθ' ήν η Ελληνική Κυβέρνησις εντός βραχείας προθεσμίας αποσύρει ή ελαττώσει τας πιστώσεις Δημ. Σχέσεων του Ε.Ο.Τ., ούτος επιφυλλάσσει εις εαυτόν το δικαίωμα να ειδοποιήση σχετικώς την εταιρείαν προς ακύρωσιν απασών των αναληφθεισών υπ' αυτής Οικονομικών υποχρεώσεων διά την εκτέλεσιν του ως άνω προγράμματος.

Εν τούτοις, ο Ε.Ο.Τ. συμφωνεί να αποζημιώση πλήρως την εταιρείαν διά τυχόν οικονομικάς υποχρεώσεις αυτής μη δυναμένας, κατά αντικειμενικήν κρίσιν, να ακυρωθούν υπ' αυτής κατά την ημερομηνίαν λήψεως της εκ μέρους του Ε.Ο.Τ. ειδοποιήσεως διά την πλήρην διακοπήν ή μερικήν περικοπήν του προγράμματος Δ. Σχέσεων εις Η.Π.Α.

Η εταιρεία επιφυλάσσει εαυτή το δικαίωμα να ειδοποιήση τον Ε.Ο.Τ. δι' αποχώρησίν της από την παρούσαν σύμβασιν διά πάσαν εύλογον αιτίαν, ως ενδεχομένη διαφορά επί των εξόδων, αλλά προ της εξασκήσεψς του δικαιώματος τούτου, δέον όπως εγγράφως ειδοποιήσει τον Ε.Ο.Τ. 60 ημέρας ενωρίτερον.

ΣΥΝΕΠΕΙΑΙ ΚΑΤΑΓ-ΓΕΛΙΑΣ ΣΥΜΒΑΣΕΩΣ

2. Εν περιπτώσει καταγγελίας της παρούσης συμβάσεως υπό του κατά κατά τα εν άρθρω 1 διαλαμβανόμενα συμφωνείται ότι η εταιρεία θα δικαιούται της αναλογούσης αμοιβής της μέχρι της χρονολογίας αφ' ής θα ισχύει η καταγγελία αύτη.

ΑΠΑΓΟΡΕΎΣΙΣ ΑΝΑΛΗΨΕΏΣ ΤΟΥ ΑΥΤΟΎ ΕΡΓΟΎ

3. Διαρκούσης της ισχύος της παρούσης συμβάσεως η εταιρεία υποχρεούται να μην αναλάβη την εκτέλεσιν Δημ. Σχέσεων διά λογαριασμόν ετέρων κρατικών ή ημικρατικών τουριστικών Οργανισμών χωρών της Μεσογείου. ΠΡΟΥΠΟΛΟΙ ΣΜΟΣ ΠΡΟΓΡΑΜΜΑΤΟΣ ΔΗΜΟΣΙΩΝ ΣΧΕΣΕΩΝ(Αμοιβή εταιρείας και εξόφλησις γενομένων εξόδων)

4.

5.

ΑΝΑΛΥΣΙΣ ΑΜΟΙΒΗΣ ΕΤΑΙΡΕΙΑΣ ΚΑΙ ΠΡΟΓΡΑΜΜΑΤΟΣ ΔΗΜ.ΣΧΕΣΕΩΝ (Αμοιβή και εξόφλησις γενομένων εξόδων) Δια την εκτέλεσιν του προγράμματος Δημοσίων Σχέσεων περίοδον από 1/1/90 μέχρι 31/12/90, συμφωνείται ότι θα διατεθεί υπό του ΕΟΤ το ποσόν των U.S.\$411,400.00 τετρακοσίων έντεκα χιλιάδων και τετρακοσίων δολλαρίων εξ'ών U.S.\$221,400.00 (διακόσες είκοσι μία χιλιάδες και τετρακόσια δολλάρια)θα διατεθώσιν διά την αμοιβή της εταιρείας και U.S.\$190,000.00(εκατόν ενενήντα χιλιάδες δολλάρια) δια την εκτέλεσιν του προγράμματος Δημ.Σχέσεων ΗΠΑ. Η αμοιβή της εταιρείας είναι πληρωτές ανά τριμηνίαν προκαταβολικώς εντός του πρώτου μηνός εκάστης τριμηνίας, αρχής γενομένης από της ημερομηνίας καθ'ήν η παρούσα σύμβασις τίθεται εν ισχύει, πλην του πρώτου τριμήνου οπότε μπορεί να καταβληθεί οιαδήποτε στιγμή εντός του τριμήνου.

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TOU ADOCAPTALEYOU GTAY MAPOUGA

Η αμοιβή της εταιρείας από τον ΕΟΤ κατά τη σύμβαση αυτή θα περικλύει:

- 1. Αμοιβή εταιρείας
- 2.Εξόφληση γενομένων εξόδων για την εκτέλεση του προγράμματος του ΕΟΤ.
- Α. Η αμοιβή της εταιρείας περιλαμβάνει τα εξής:

 1. την αμοιβήν του προσωπικού εν γένει αυτής,του απασχολούμενου με την εκτέλεσιν του προγράμματος Δημ. Σχέσεων, το οποίον θα αποτελείται εκ τριών τουλάχιστον ειδικευμένων επί των Δημ. Σχέσεων προσώπων και μιάς γραμματέως, απασχολουμένων πλήρως και κατ΄ αποκλειστικότητα με την εκτέλεσιν του ανωτέρω προγράμματος.
- 2. πάσαν συνήθη και τρέχουσαν δαπάνη στεγάσεως και λειτουργίας των γραφείων της εταιρείας. Των εντός έδρας τηλεγραφικών και τηλεφωνικών τελών δια την συνεχεξυπηρέτηση και επαφή με τα μέσα μαζικής ενημέρωσης.

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- Β. Εξόφλησις από τον ΕΟΤ για έξοδο ου έγιναν από την εταιρεία κατά την εκτέλεσιν του προγράμματος Δημ. Σχέσεων περιλαμβάνουν τα εξής:
- 1.Εξοδα διά γραφικήν ύλην,ταχυδρομικά,της αλληλογραφίας καθώς και έκτακτες αποστολές δι'αγγελιαφόρου και διά ταχυδρομείου.
- 2. Ανατύπωση, φωτοτυπίες υλικού και δελτίων τυπου για αποστολή στ α μέσα μαζικής ενημερωσης.
- 3. Εκτός έδρας τηλεφωνήματα, και FAX.
- 4. Δαπάνας δι απασχόλησιν τυχόν εκτάκτων συνεργατών, για εκδηλώσεις που παρουσιαστούν εκτάκτως, πέραν του συγκεκριμένου προγράμματος.
- 5. πάσαν δαπαύηγ ήτις κατά την κρίσιν αγαθού ανδρός, ανάγεται εις την αμοιβήν της εταιρείας και ειναι απαραίτητος δια την κατλλιτέραν εκτέλεσιν του προγράμματος Δημ. Σχέσεων.
- Γ. Αι δαπάναι υπό την παράγραφον Β και υποπαραγράφους 1,2,3, 4 και 5,6πως αναφέρονται ανωτέρω,θα εξοφλούνται από τον ΕСΤ εις την εταιρείαν,δεδομένου ότι είναι έξοδα τα οποία έγιναν διά την εκτέλεσιν του προγράμματος. Εξοδα που έγιναν από την εταιρείαν και δεν συμπεριλαμβάνονται στην παράγραφο Β και υποπαραγράφους 1,2,3,4 και 5,6πως αναφέρονται ανωτέρω,και που δεν αναφέρονται ως υποχρέωσις εξόφλησης σε κανένα άλλο μέρος αυτής της συμβάσεως,δεν θα εξοφλουνται από τον ΕΟΤ εις την εταιρείαν.

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ΗΜΕΡΟΜΗΝΙΑ ΥΠΟΒΟΛΗΣ 6. ΠΡΟΓΡΑΜΜΑΤΟΣ ΔΗΜ. ΣΧΕΣΕΩΝ

Το υποβληθέν βασικόν πρόγραμμα το οποίο υπόκειται σε αλλαγές ανάλογα με τις ανάγκες της αγοράς υπόκειται επίσης εις την απόλυτον έγκρισιν ή απόρριψίν του σαν σύνολο.

Η έγκρισις του προγράμματος υπό του Ε.Ο.Τ. θα γίνεται, είτε τμηματικώς είτε εξ ολοκλήρου κατ' ελευθέραν κρίσιν αυτού. Πέραν της εκτελέσεως του ανωτέρω βασικού προγράμματος, η εταιρεία οφείλει να εκτελέση πάσαν εν τη περιοχή της δραστηριότητάς της, εκδήλωσιν Δημ. Σχέσεων συμβάλλουσαν εις την προβολήν του Ελληνικού Τουρισμού ήν εγκρίνει ο Ε.Ο.Τ.

- 7. Βάσει των συμφωνηθησομένων κατευθύνσεων η Εταιρεία θα υποβάλη εκάστοτε πρός έγκρισιν εις τον Ε.Ο.Τ. αναλυτικόν προυπολογισμόν, δι' εκάστην ενέργειαν Δημ. Σχέσεων. Μόνον εις την περίπτωσιν καθ' ήν η Εταιρεία κρίνει ότι μία ενέργεια δέον να εκτελεσθή κατεπειγόντως προς το συμφέρον του Ε.Ο.Τ., δύναται να εκτελέση ταύτην άνευ προγενεστέρας εγκρίσεως του Ε.Ο.Τ., εφ' όσον η δι' αυτήν προβλεπομένη δαπάνη δεν υπερβαίνει το ποσόν των U.S.\$ 1.000 (χιλίων) δολλαρίων Η.Π.Α. και μέκρι \$υ.S.Α 2000 χιλίωλ δολλαρίων έντος του ετους.
- 8. Δαπάναι μετακινήσεως του προσωπικού της εταιρείας προς εκτέλεσιν του προγράμματος Δημοσίων Σχέσεων εντός της περιοχής δραστηριότητος της εταιρείας βαρύνουν το κονδύλιον δαπανών Δημ. Σχέσεων εφ' όσον ο Ε.Ο.Τ. Νέας Υόρκης έχει εκ των προτέρων εγκρίνει ταύτας προφορικώς ή εγγράφως.
- 9. α) Η απαιτουμένη εις τα ανωτέρω άρθρα 6 και 7 έγκρισις του Ε.Ο.Τ. δύναται δι' ωρισμένας ενεργείας ή εκδηλώσεις να παρασχεθή άμα τη υποβολή του προγράμματος δραστηριότητος της εταιρείας χωρίς να είναι απαραίτητος η επανάληψις της εγκρίσεως κατά τον χρόνον πραγματοποιήσεως των ανωτέρω ενεργειών ή εκδηλώσεων.

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β) Διά την καταβολήν εκ μέρους του Ε.Ο.Τ. της συμφωνηθείσης αμοιβής, ή πραγματοποιηθεισών δαπανών η εταιρεία δέον όπως υποβάλη εγκαίρως τιμολόγιόν της. Ιδιαιτέρως, προκειμένου περί υποβολής τιμολογίου δαπανών, δέον όπως αναφέρονται εν αυτώ λεπτομερώς και σαφώς οι τρίτοι λαβόντες και η αιτία της δαπάνης.

Τα τιμολόγια ταύτα, εφ' όσον αφορούν τας μεμονομένας δαπάνας ανωτέρας των 20 Δολλαρίων Η.Π.Α., δέον όπως συνοδεύονται υπό των αποδείξεων ή φωτοαντιγράφων των αποδείξεων των τρίτων λαβόντων. Τας αποδείξεις ταύτας των τρίτων λαβόντων, δύναται να αντικαταστήση η θεώρησις του τιμολογίου της εταιρείας υπό ορκωτού λογιστού.

- γ) Ο Ε.Ο.Τ. υποχρεούται όπως, εντός 60 ημερών από της υποβολής των δικαιολογητικών δαπανών, να προβαίνη εις την εξόφλησιν τούτων.
- 10. Η ΕΤΑΙΡΕΙΑ υποχρεούται όπως υποβάλη εις τον Ε.Ο.Τ. ανά τρίμηνον έκθεσιν του επιτευχθέντος έργου, συνοδευομένη από τα σχετικά αποδεικτικά, π.χ. αποκόμματα τύπου, φωτογραφίας προθηκών, βεβαιώσεις προβολής προγραμμάτων διά του ραδιοφώνου και της τηλεοράσεως, κ.λ.π., ως και δείγματα του τυχόν παραχθέντος υλικού, ανακοινώσεις προς τον τύπον, τχινίας μαγνητοφώνου, τηλεοράσεως, κ.λ.π..

Η ανωτέρω έκθεσις, δέον όπως κοινοποιήται εις το εν Νέα Υόρκη γραφείον του Ε.Ο.Τ. Εννοείται όμως ότι η εταιρεία θα ενημερώνη αμέσως τον Ε.Ο.Τ. επί γεγονότων, επί των οποίων λόγω της φύσεώς των, απαιτείται να λάβη ούτος γνώσιν επειγόντως.

11. Απαν το παραχθησόμενον ή παρασχεθησόμενον υλικόν αποτελεί ιδιοκτησίαν του Ε.Ο.Τ. και παραδίδεται εις τούτον υπό της



ΣΥΝΕΡΓΑΣΙΑ ΕΠΙ ΚΟΙΝΩΝ ΕΚΔΗΛΩΣΕΩΝ ΔΗΜ. ΣΧΕΣΕΩΝ Εταιρείας άμα τη λήξη της παρούσης συμβάσεως:

Ο Ε.Ο.Τ. δέχεται φυσικά την φυσιολογικήν φθοράν μέρους του υλικού.

- 12. α) Συνεργασία μετ' αλλοδαπών. Εις περιπτώσεις συνεργασίας μετά τρίτων αλλοδαπών προσώπων ή εταιρειών διά την πραγματοποίησιν από κοινού εκδηλώσεων Δημ. Σχέσεων, ο Ε.Ο.Τ. θα συνιστά όπως η ROWLAND είναι η εταιρεία, ήτις θα σχεδιάση και θα εκτελέση ολόκληρον το πρόγραμμα των εκδηλώσεων αυτών, αλλά εάν ο τρίτος επιθυμή όπως η δική του εταιρεία αναλάβη το αφορόν τούτον μέρος του προγράμματος, τότε η ROWLAND θα συνεργασθή πλήρως με την προτεινόμενην από τον Ε.Ο.Τ. εταιρείαν.
 - β) Συνεργασία μεθ' Ελλήνων. Κατ' αρχήν, ο Ε.Ο.Τ. δεν αντιτίθεται εις οιανδήποτε άμεσον ή έμμεσον προσπάθειαν της εταιρείας να επιτύχη την συμμετοχήν τρίτων Ελλήνων, προσώπων ή εταιρειών, εις κοινάς εκδηλώσις Δημ. Σχέσεων. Πάντως, εννοείται ότι ουδεμία υποχρέωσις δύναται να αναληφθή υπό της εταιρείας διά λογαριασμόν και εκ μέρους του Ε.Ο.Τ., άνευ σχετικής εξουσιοδοτήσεώς του. Εν προκειμένω, ο τρόπος της συνεργασίας θα είναι οίος καθορίζεται στην προηγούμενην παράγραφον (α).
- 13. Επίσης συμφωνείται ότι η Εταιρεία και το ειδικευμένον προσωπικόν αυτής, το οποίον απασχολείται με την εκτέλεσιν των προγραμμάτων Δημ. Σχέσεων του Ε.Ο.Τ. εν Η.Π.Α. οφείλει να διατηρή στενήν επαφήν μετα του Ε.Ο.Τ. και του εν Νέα Υόρκη Γραφείου αυτού επί σκοπώ της πλήρους και συνεχούς ενημερώσεώς του, περί των τουριστικών δυνατοτήτων της χώρας.

Εάν ήθελεν κριθή απαραίτητος η επίσκεψις του ειδικευμένου προσωπικού της εταιρείας εν Ελλάδι, αυτή θα πραγματοποιήται

μόνον κατόπιν εγκρίσεως του Ε.Ο.Τ, Νέας Υόρκης, επί εισηγήσεως περί του σκοπού της επισκέψεως.

Αι δαπάναι πραγματοποιήσεως των επισκέψεων αυτών θα βαρύνουν το κονδύλιον εξόδων της συμβάσεως θα εγκρίνονται συμφώνως προς την υπό του άρθρου 7 προβλεπομένην διαδικασίαν και θα καλύπτουν τα αεροπορικά εισιτήρια από και προς Νέαν Υόρκην, διαμονή εν Ελλάδι full board (εκτός extras) και τας εντός της Ελλάδος μετακινήσεις.

14. Ευνοείται επίσης, ότι εάν λάβη χώραν σημαντική μεταβολή εις το προσωπικόν της εταιρείας, ειδικώς διά πρόσωπα σχετιζόμενα με την Ελλάδα, δέον όπως ο Ε.Ο.Τ. ειδοποιήται περί τοιούτων μεταβολών, ως και περί αυτικαταστατών.

ΣΥΝΕΡΓΑΣΙΑ META TPITON EIΔΙΚΟΝ 15. Η εταιρεία δύναται να συνεργάζεται μετά προσώπων ή εταιρειών παρεχουσών ειδικής φύσεως υπηρεσίας ή πράγματα, όπου το πρόγραμμα επιβάλλει την συνεργασίαν ταύτην, είτε εις την περιοχήν δραστηριότητός της, είτε εις την Ελλάδα και ετέρας χώρας, αλλά τοιαύτα πρόσωπα ή εταιρείαι θα ενεργούν μόνον διά λογαριασμόν της εταιρείας, θα είναι υπεύθυνοι έναντι αυτής και θα αμοίβονται υπό ταύτης, εκ του κονδυλίου εχόδων του προγράμματος, συμφόνως προς την κανονικήν διαδικασίαν προεγκρίσεως των δαπανών ως προβλέπει το άρθρον 7.

Ευνοείται ότι αι υπηρεσίαι τας οποίας θα παρέχουν τα ανωτέρω πρόσωπα ή υπηρεσίαι δεν θα αφορούν εις εκείνας αι οποίαι, κατά την κρίσην αγαθού ανδρός, θα πρέπη να καλυφθούν υπό της αμοιβής της εταιρείας, ως εμπίπτουσαι εις το σύνολον των υπηρεσιών τας οποίας συμφωνείται να παρέξη η εταιρεία.

16. Η εταιρεία υποχρεούται όπως ενημερώση το γραφείο Ε.Ο.Τ. Νέας Υόρκης ή της περιοχής της, και συνεργάζηται στενώς μετά του



Γραφείου τούτου, επί πάσης εκδηλώσεως του προγράμματος, εις περίπτωσιν δε υπάρξεως διαφωνίας ενός των δύο τούτων μερών, δέον όπως ενημερούται η Κεντρική Υπηρεσία του Ε.Ο.Τ. διά να παρέξη την τελικήν εγκριτικήν γνώμην. Ωσαύτως, η εταιρεία υποχρεούται να συνεργάζηται εν τη περιοχή δραστηριότητός της, μεθ' ετέρων εταιρειών εις τας οποίας ενδεχομένως να ανατεθή δραστηριότητα Δημ. Σχέσεων άλλων τομέων, εκτός του Τουριστικού του Ελληνικού Κράτους, επί σκοπώ καλλιτέρας επιτεύξεως του διά του ως άνω προγράμματος επιδιωκομένου σκοπού.

ΔΙΑΙΤΗΣΙΑ

17. Πάσα διαφορά ή διένεξις περί την ερμηνείαν και εφαρμογήν της παρούσης ως και πάσα έναντι αλλήλων των συμβαλλομένων αξίωσις ή απαίτησις, θα εκδικάζεται και θα επιλύεται ανεκκλήτως διά Διαιτησίας υπό του Προισταμένου Πρωτοδικίου Αθηνών, οριζομένου ως Διαιτητού όστις δέον να εκδίδη την απόφασίν του κατά την κρίσιν αγαθού ανδρός και άνευ τηρήσεως οιουδήποτε δικονομικού τύπου εντός 15 ημερών από της υποβολήν εις τούτον της αιτήσεως επιλύσεως της διαφοράς και εκδικάσεως της απαιτήσεως.

Η απόφασις αύτη συμφωνείται και συνομολογείται τελεσίδικος και αμετάκλητος και υποχρεωτική διά τους συμβαλλομένους. Εν πάση περιπτώσει υπό των ώδε συμβαλλομένων αναγνωρίζεται η αρμοδιότης των Ελληνικών Δικαστηρίων επί πάσης διαφοράς των εκ της παρούσης συμβάσεως, εφαρμοζομένης της ισχυούσης Ελληνικής Νομοθεσίας.

Η παρούσα συνετάγη εις την Ελληνικήν και την Αγγλικήν. Εν περιπτώσει διαφωνίας περί την ερμηνίαν όρου τινός της παρούσης, επικρατέστερον διά την απόδοσιν της εννοίας καθίσταται το Ελληνικόν κείμενον.



AID TON E.O.T.

ΚΩΝΣΤΑΝΤΙΝΌΣ Π. ΗΛΙΟΠΟΥΛΟΣ

Γενικός Γραμματέας

Ο Δηλών διά την αποδεχόμενην εταιρείαν ΤΗΕ ROWLAND COMPANY

MARTY FRANKEN

Executive Vice President & Chief Financial Officer

₫

BUDGET

Greek National Tourist Organization

January 1 - December 31, 1990

Expenditures

National Publicity Campaign

Allocation to cover expenses related to meetings with trade and consumer media; photocopying; mailing, express mail, messenger services; telephone, telex and fax.

\$ 20,000

Television Crews Sent to Greece

Expenditures for 4-5 TV crews which will be sent to Greece for production of programs relative to travel. Expenses will cover site inspection trips, meals, transportation, payment of excess equipment weight, etc. Also covered in this budget will be air transportation from the U.S.A., hotel accommodations in Greece and domestic air transportation in Greece. Air transportation can be covered through the barter agreement and will try to get free accommodations at hotels against publicity.

S 40,000

Greek Tourism News Bureau

Costs to include printing, offset reproduction in quantity of press releases, backgrounders, fact sheets to send to over 900 trade and consumer travel editors; photography, duplications of photos and slides; monthly clipping reports; back issues of publications, subscriptions; telephone, fax, telex; mailing, express mail, messenger service.

40,000

Press Trips to Greece

Expenses incurred in connection with four editor trips of 8-10 journalists each, as well as individual editor visits to Greece. Allocation to cover costs in Greece such as small hotels, yachts, domestic airfares, meals where those expenses are not comped. (Not included are trans-Atlantic airfare, hotel accommodations at major hotels, cruises which we will secure on a "comped" basis where possible.

30,000 .

my

<u>Meet the Press in Greece.</u>

Allogation to cover expenses in meeting with the stand foreign correspondents based in Athens.

2,000

Travel industry Relations

Costs to prepare kit materials for ASTA and SATW conventions, membership and convention registration for ASTA and SATW for agency executive. Also includes expenses for meeting with Greek travel suppliers.

15.000

Special Projects: Art and Antiquities

Expenses in connection with publicizing Greek art exhibitions raveling through the U.S. Any costs related to promoting the 2,500th anniversary of democracy.

25,000

Reprint

One two-color, four sided reprint; printing of 10,000 for distribution to travel agents.

8,000

Contingency

Miscellaneous expenses not connected with specific projects in the program.

10,000

TOTAL EXPENDITURES

\$190,000

Agency Fee

Covers management supervision and core account group to implement program. Fee also covers departmental support (network and local television, A-V graphics), secretarial and portion of overhead.

- 12 months @ \$18,450

221,400

TOTAL ALLOCATION

\$411,400

DEPT. OF JUSTICE CRIMINAL DIVISION

'91 JAN -8 P12:10

'NTERNAL SECURITY SECTION INTERNAL SECURITY

me

NATIONAL TOURIST ORGANIZATION OF GREECE

• .	TITE	PROJECTED HOURS	RATE	EXTENDED VALUE of SERVICES
	EVP	17	\$275	\$4,538
MEREDITH PILLON	SVP	413	\$190	\$78,375
ABE POKRASSA	ΛÞ	1,650	\$145	\$239,250
TO BE ANNOUNCED	A/S	825	\$105	\$86,625
ELLISE CARNEGIE	A/C	1,650	\$75	\$123,750
£	A	4,554		

TOTAL AMOUNT AGREED PER CONTRACT

\$221,400

\$532,538

A- THE PROJECTED HOURS AND VALUE WE ARE ESTIMATING THAT IT WILL TAKE TO SUCESSFULLY COMPLETE THE PROGRAM IS \$532,538



NEA YOPKH

'Aρ:θμὸς:
Έσικυρώνεται τὸ ἀκριβές της φωτοτυπίας
μετά ψπο παραβολή γο τό πρωτότυπο.
Nea Yepun NOV 1 191990
Ο Γενικός Πρόξενος κ.ά.α.
A.B.E. Mun
A.M.
ΔΟΛΛΑ ΔΙΟΝΕΥΤΡΟς Μ. Διομεντής
8/



"GREECE: THE CRADLE OF HOSPITALITY"

A Public Relations Program for the

Greek National Tourist Organization

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SECTION
REGISTRATION INIT

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- III. OBJECTIVES
- IV. STRATEGY
- V. THE PR PROGRAM ELEMENTS
 - A. National Publicity Campaign
 - B. Major Television Shows from Greece
 - C. Greek Tourism News Bureau
 - D. Press Trips to Greece
 - E. Meet the Press in Athens
 - F. Art and Antiquities of Greece
 - G. Travel Industry Relations
 - H. Addendum: Additional Projects
- VI. BUDGET
- VII. AGENCY CAPABILITIES
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- IX. STAFFING

NTERNAL SECURITY
SECTION
REGISTRATION JUNIT

Almost everyone knows that Greece is the cradle of Western civilization. Our number one priority is to tell the American traveling public that Greece is also the cradle of hospitality.

ITERNAL SECURI SECTION FRISTRATION UN DEPT. OF JUSTICE CRIMINAL DIVISION

PREFACE

Such a spot even a god might well admire and wonder over with delight.

Homer The Odvssey

Greece is renowned for the world's most magical light; beaches and shores whose beauty is unsurpassed in the Mediterranean; unspoiled isles in turquoise seas as beguiling now as in Homeric days, and friendly people who enjoy life as a feast to be shared.

Greece is a palette of brilliant colors and contrasting landscapes from the white peaks of Mount Olympus to the golden fields of Thrace and Macedonia to the green valleys and blue streams of the Peloponnese.

In the land of the gods, even the names are legendary...Rhodes, Crete, Delos, Delphi, Olympia, Mycenae, Corinth, Sparta, Athens.

But the dreams of Greece are more than myth and legend. The very concepts of the good, the beautiful, the true, the just...these, too, are Greece, just as Greece is Western civilization, and a visit to Greece is a return to where it all began.

Hospitality also began in Greece, starting with the traditional Greek reverence for friendship. Aristotle observed more than 2,000 years ago: "Without friends no one would chose to live, though he had all other goods."

Unlike some countries, where hospitality is acquired, in Greece it is born of experience. In Mediterranean, Aegean and Ionian seaports, mingling with Europeans, Asians, Africans, the Greeks founded the world's first tourism trade...and to this day, there is no country in the world where the traveler is made to feel more at home.

In Athens, for instance, the streets are safe for the solitary stroller even after midnight. While abounding in history, Athens is celebrated as well for openness and hospitality. Like its antiquities, this warm, welcoming embrace is everywhere in Greece.

- o Selecting and directing the video production house.
- o Supervising the videotaping on location by agency TV department specialists to ensure correct delivery of the Greek tourism message.
- o Videotape editing and multiple tape production.
- o Booking the VNR into the markets and tracking the telecasts.
- o Preparing the station report upon completion of the telecasts.

VNRs are generally telecast in 50 markets including between 10 and 15 of the top 30 markets around the country.

We would recommend that one VNR be produced for the GNTO this year. Some of the themes we would explore in counsel with the GNTO include:

Europe's Best Sun mer Bargain

This timely VNR will focus on the unbeatable, inexpensive prices of a summer vacation to Greece. It would include interviews with travel agents and comparative charts, illustrating that Greece is the best value in Western Europe. The VNR would also provide viewers with suggestions as to how to cut costs when visiting Greece. As a sidebar to the VNR, tightened security measures at the Athens airport would also be covered.

Greece: Myth Versus Reality

It may be a myth that Athena showered us with her wisdom, Aphrodite seduced us with her beauty and Prometheus gave us the fire of understanding, but the memorable hospitality of today's Greeks is a part of everyday reality. This VNR will focus on the Greek "philosophy" behind hospitality, and feature interviews with hoteliers, restaurateurs, performers and visitors to the country.

Major Market Media Tour

The Major Market Media Tour is a proven means of delivering high-impact lifestyle and product messages to consumers in key markets. The Media Tour is designed to provide a two-day saturation of all available television, radio and newspaper outlets in each market and is an established vehicle that allows the agency to:

- o Deliver the sales message about Greek tourism on TV and radio;
- O Have the message delivered by a credible and persuasive spokesperson with his/her valuable implied third-party endorsement -- within the editorial environment of the program;
- o Carefully control the precise copy points for Greek tourism;
- Ensure strong credits on every local television and radio broadcast interview;
- o Discuss the variety of Greece's attractions in depth.

The Tour concept is based on the agency's ability to "package" a guest with a product message -- that is, to provide television and radio programs and newspapers with feature material on the subject to be discussed and an interesting personality to discuss it.

In organizing the Tour program, The Rowland Company will be responsible for all creative preparation (researching Tour guests, developing scripts, releases, biographies, fact sheets, photos, props, video, etc.), booking the Tour and then conducting it.

The agency recommends that a five-city Tour be undertaken this year. On the approval of the Tour concept, we will research spokesperson candidates in depth and then submit a final recommendation to GNTO.

BUDGET

Greek National Tourist Organization

January 1 - December 31, 1990

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30,000

Video News Release

Expenses for production of one VNR to cover locations costs, talent, travel, hotels, out-of-pocket costs, camera crew and videotaping expenses; editing, duplication and distribution to TV stations. Allocation also includes producer to prepare shooting script, SCOUT locations in Greece; set up interviews and supervise videotaping on location, coordinate production crew; edit final version of tape. Allocation also covers additional TV department time to pitch, book monitor VTF broadcasts and prepare report on VTF airings.

\$ 40,000

Meet the Press in Greece

Allocation to cover expenses in meeting with U.S. and foreign correspondents based in Athens.

2,200

Travel Industry Relations

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15.000

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25,000

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Contingency

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\$190,000

CRIMINAL DIVISION OF PIZ:

SECTION UNI

SECTION

Agency Fee

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-- 12 months @ \$18,450

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NAME	TITLE		RATE	EXTENDED VALUE of SERVICES	
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		A 4,554		1 1 9 1 1 1 1	
				\$532,538	

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